

What is claimed is:

- 1 1. A method comprising:
 - 2 checking the vertical blanking interval of a video signal for an announcement signal;
 - 3 when the announcement signal is found, operating in a first enhanced video mode;
 - 4 when the announcement signal is not found, checking a predetermined trigger channel for
 - 5 the presence of a trigger signal; and
 - 6 when the trigger signal is found, operating in a second enhanced video mode.
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- 1 2. The method of claim 1 further comprising:
 - 2 when the announcement signal is found, operating in a first enhanced video mode in
 - 3 which enhanced content is obtained from an address identified by the announcement
 - 4 signal.
- 5
- 1 3. The method of claim 1 in which the predetermined trigger channel is comprised by the
 - 2 vertical blanking interval of the video signal.
- 3
- 1 4. The method of claim one further comprising:
 - 2 operating in a non-enhanced video mode when neither one of the announcement signal
 - 3 and trigger signal are found.
- 4
- 1 5. The method of claim one in which checking the vertical blanking interval of a video
 - 2 signal for an announcement signal further comprises:

3 checking for Internet Protocol packets in the vertical blanking interval; and
 4 when the Internet Protocol packets comprise at least one of a predetermined set of
 5 address values, analyzing the Internet Protocol packets to identify the announcement
 6 signal.

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1 6. An article comprising:
 2 a machine-readable medium storing instructions which, when executed by a processor,
 3 result in
 4 checking the vertical blanking interval of a video signal for an announcement signal;
 5 when the announcement signal is found, operating in a first enhanced video mode;
 6 when the announcement signal is not found, checking a predetermined trigger channel for
 7 the presence of a trigger signal; and
 8 when the trigger signal is found, operating in a second enhanced video mode.

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1 7. The article of claim 6 further comprising instructions which, when executed by the
 2 processor, result in:
 3 when the announcement signal is found, operating in a first enhanced video mode in
 4 which enhanced content is obtained from an address identified by the announcement
 5 signal.

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1 8. The article of claim 6 further comprising instructions which, when executed by the
 2 processor, result in:

3 when the announcement signal is not found, checking the vertical blanking interval of the
4 video signal for the presence of a trigger signal.

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1 9. The article of claim 6 further comprising instructions which, when executed by the
2 processor, result in:

3 operating in a non-enhanced video mode when neither one of the announcement signal
4 and trigger signal are found.

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1 10. The article of claim 6 in which the instructions to check the vertical blanking interval
2 of a video signal for an announcement signal, when executed by the processor, further
3 result in:

4 checking for Internet Protocol packets in the vertical blanking interval; and

5 when the Internet Protocol packets comprise at least one of a predetermined set of

6 address values, analyzing the Internet Protocol packets to identify the announcement

7 signal.

1 11. A computer system comprising:
 2 a processor;
 3 a memory coupled to the processor and storing instructions which, when executed by the
 4 processor, result in
 5 checking the vertical blanking interval of a video signal for an announcement signal;
 6 when the announcement signal is found, operating in a first enhanced video mode;
 7 when the announcement signal is not found, checking a predetermined trigger channel for
 8 the presence of a trigger signal; and
 9 when the trigger signal is found, operating in a second enhanced video mode.

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1 12. The system of claim 11 further comprising instructions which, when executed by the
 2 processor, result in:
 3 when the announcement signal is found, operating in a first enhanced video mode in
 4 which enhanced content is obtained from an address identified by the announcement
 5 signal.

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1 13. The system of claim 11 further comprising instructions which, when executed by the
 2 processor, result in:
 3 when the announcement signal is not found, checking the vertical blanking interval of the
 4 video signal for the presence of a trigger signal.

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1 14. The system of claim 11 further comprising instructions which, when executed by the
 2 processor, result in:

3 operating in a non-enhanced video mode when neither one of the announcement signal
4 and trigger signal are found.

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1 15. The system of claim 11 in which the instructions to check the vertical blanking
2 interval of a video signal for an announcement signal, when executed by the processor,
3 further result in:
4 checking for Internet Protocol packets in the vertical blanking interval; and
5 when the Internet Protocol packets comprise at least one of a predetermined set of
6 address values, analyzing the Internet Protocol packets to identify the announcement
7 signal.

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